COST SCHEDULE

	Discount	#050 Virginia Slims Buydown Offer (9 markets combined)
BASE COST		
Includes:		
up to 52 weeks		4
1 outlet		2
6 facts		4
1 market		1*
Total Category & All brands/subtotals		
DISCOUNTS OFF OF BASE:		
Weekly reporting	15%	
Monthly Reporting	15%	
Category Reporting Only	10%	
NEW BASE COST:		$2,700
ADDITIONAL COSTS AS A PERCENT OF BASE COST:		
Add'l Markets 2-10	20%	
Add'l Markets 11- 20	10%	
Add'l Markets 21+	5%	
Add'l products	20%	
Custom Market	25%	$675
Additional Outlet	25%	$675
Additional 52 weeks	25%	
Additional Facts	3%	
Each Condition	25%	$1,350
Reporting by UPC	10%	
Special Calculations/Facts	25%	
Database Matching	25%	
Store Characteristics	10%	
Revisions,Reruns	25%	
Additional Charts	25%	
Projecting data	50%	
Report	10%	
		$5,400
ADDITIONAL COSTS AS A PERCENT OF TOTAL COST		
Disaggregated Data	100%	
Special Analyses	100%	
TOTAL COST		$5,400
SPECIAL DISCOUNT	15%	$0
FINAL COST		**$5,400**

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* indicates customization

Source: https://www.industrydocuments.ucsf.edu/docs/xqcy0004